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Behaviors, Demands and Needs of Anti-Obesity Medications Users

Anti-obesity medications (AOMs) including GLP-1 receptor agonists have rapidly increased over the past year. According to Goldman Sachs Research, the global market for AOMs could reach $100 billion by 2030. With this surge in use, there is now a new sector of consumers with distinct needs. Data from ADM's proprietary consumer insights platform, ADM Outside Voice℠, examines this swiftly growing segment, pinpointing how behaviors of US adult consumers engaging in AOMs have evolved.

CHANGES IN EATING HABITS

Since starting GLP-1 treatments, 78% of consumers state they feel full more quickly. This impacts consumption, with consumers stating they're snacking less during the mid-morning (53%), mid-afternoon (50%) and late-night (46%).

In parallel, these consumers are also **more open to trying new foods** – at a whopping 74%. While searching for new food experiences, many shy away from sweeter options, with 64% stating they have fewer cravings for sweet foods. Overall, the biggest change is the switch to cooking more at home, with 83% stating they're doing so.

SPECIFIC NEEDS

Consumers engaging in AOMs recognize a need for specific tailored support. In fact, 44% of consumers state they **often feel less hydrated**. Similarly, 40% of consumers state they **often have gastrointestinal (GI) discomfort**. This is on top of 39% stating they often feel weak.

83% of consumers using AOMs find products specifically marketed as supportive of people on GLP-1 medications appealing.

IMPORTANCE OF PRODUCT ATTRIBUTES

Taste and nutritional value are tied (both at 64%) for what GLP-1 users deem as more important now when choosing food and beverage products. Coming in right behind these critical factors is **portion control** at 60%.

DEMAND FOR FUNCTIONAL CLAIMS

Consumers taking AOMs pay much more attention to a product's **protein content** (64%), **total carbohydrates** (64%), **added sugar content** (57%) and **fiber content** (51%). These consumers are intentionally **increasing their intake of plant-based proteins** (41%), **fiber** (49%) and **probiotics/prebiotics** (39%).